**TEMPLATE FOR REPORTING ON RECENT INITIATIVES ON SPORT FOR DEVELOPMENT AND PEACE**

***The One Humanity Campaign***

***Task:*** *Provide a summary of the initiative, including a brief overview, proposed/actual outcomes and an assessment of any lessons learned and the way forward.*

***Timeframe:*** *Please only include initiatives that fall within the reporting timeframe of January 2022 – February 2024*

Building on the 2030 Agenda for Sustainable Development, the UNAOC Action Plan recognizes sport as a tool for the prevention of violent extremism and calls on Member States to develop comprehensive strategies integrating sports and its values for the development of efforts aimed at promoting diversity, tolerance and social inclusion. As part of these efforts, the United Nations Alliance of Civilizations has maintained its commitment to promoting intercultural dialogue, understanding, and cooperation among nations and peoples across all cultures through different strategies, including sport, through the **One Humanity Campaign.**

The One Humanity Campaign is an advocacy outreach campaign whose main objective is to promote the message of tolerance, inclusion, and diversity, through collaborations with sports organizations, national and international federations, and Member States. Within these collaborations, the partner organizations commit to launching various initiatives and projects demonstrating how their sport promotes inclusivity and diversity.

The campaign has so far engaged several sports organizations, leagues, and international federations. These include International Paralympic Committee (IPC), La Liga, Atletico Madrid Football Club, Global Association of International Sports Federations, The International Teqball Federation (FITEQ), the International Judo Federation (IJF), International Ski Federation (FIS), World Flying Disc Federation (WFDF), the International Federation of Sports Chiropractic (FICS) and the International Federation of American Football (IFAF). In addition, World Lacrosse, the International Jump Rope Union (IJRU), the International Practical Shooting Confederation (IPSC), The International Volleyball Federation, and the World Dodgeball Association. In 2023, more federations have joined the campaign. Some of these include; the World Karate Federation, the United World Wrestling, and the Union of Pentathlon Moderne. Through the diverse engagements of the various stakeholders, the One Humanity Campaign has demonstrated the need for more inclusive practices across all levels of sport and affirmed the value and contribution of major sporting events in building more peaceful societies.

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| **Please provide more details on each initiative including items below:** | | |
| **Objective(s):** | *Please indicate which, if any, of the following fall among the main objectives of the initiative:* | |
| * Ensuring no one is left behind (advancing empowerment, inclusiveness and equality through sport) | * Eradicating poverty and promoting prosperity |
| * Leveraging sports events to promote action to combat climate change, advance peace and/or sustainable development | * Conflict prevention/peace building |
| * Research development, data collection and/or data dissemination | * Safely harnessing sport for sustainable development, peace and wellbeing in the context of the COVID-19 pandemic, including through the use of technology |
| * Reinforce the 2030 Agenda and eradicate poverty in times of multiple crises, leading to the effective delivery of sustainable, resilient, and innovative solutions | * Safeguarding sport from corruption and crime |
| * Strengthened global framework on sport for development and peace | * Other (please specify) |
| **Situation** | *What is the challenge or problem that the initiative aims to address?*  The One Humanity Campaign aims to address the challenge of social exclusion and discrimination within nations and societies around the world. By promoting tolerance, inclusion, and diversity through collaborative efforts with sports organizations, celebrities, and federations, the initiative seeks to combat various forms of discrimination based on factors such as gender, ethnicity, and religion. It aims to create a more inclusive society where every individual, regardless of their background, feels valued and empowered, both within the realm of sports and in broader social contexts. Through targeted activities and partnerships, the campaign promotes the notion of sports as an equalizer for social inclusion, bringing people together from diverse cultures, religions, and ethnicities. | |
| **Implementation mechanisms:** | *What are the means/processes of implementation of the initiative? What are the main deliverables/activities involved?*   * Create and distribute promotional content to effectively communicate messages of inclusion, raising awareness of the campaign's objectives. * Conduct outreach initiatives targeting various communities to develop programs that actively engage the public and address the campaign's objectives. * Foster collaboration with sports organizations and national/international sport federations to advance social inclusion and diversity through their existing networks. * Disseminate the results and outcomes of the initiatives through Campaign website and social media accounts, ensuring that the impact and success stories are shared widely to inspire further engagement and support for the campaign's objectives.   *What is the time frame of implementation?*  Continuous | |
| **Target Audience(s):** | *Who are the beneficiaries of the proposed/implemented initiative?*   * *Local communities, especially youth, women and persons with disabilities* * Sports organizations * International organizations * Private sector * Governments | |
| **Partners/Funding:** | *Who are the main organizations/entities involved in the initiative and what are their roles?*  La Liga, the International Paralympic Committee (IPC), the Global Association of International Sports Federations (GAISF), and several International Sports Federations (IFs) have shared their commitment to the One Humanity campaign. Some of these International federations include; The International Teqball Federation (FITEQ), the International Judo Federation (IJF), the International Ski Federation (FIS), the World Flying Disc Federation (WFDF), the International Federation of Sports Chiropractic (FICS, World Lacrosse, the International Federation of American Football (IFAF).In addition, several GAISF Observers have also pledged their support for the campaign, including the International Jump Rope Union (IJRU), the International Practical Shooting Confederation (IPSC), and the World Dodgeball Association.  During the reporting period, the following sport governing bodies have joined the campaign: the International Volleyball Federation, the World Karate Federation, the United World Wrestling, and the Union of Pentathlon Moderne  *What are the main sources of funding of the initiative?*  Participating sports entities fund their respective initiatives independently which allows each organization to tailor its contributions according to its capacity and strategic priorities. | |
| **SDG Alignment:** | ***To what SDG goal/target/indicator is this initiative targeted?*** *Please indicate any other national or internationally agreed goals/commitments to which this initiative is aligned.*  SDG 10: Reduce inequalities- Bridge the inequality gaps within sport and society by encouraging more inclusive practices. This includes women and Persons living with disabilities.  SDG 16: Peace, Just, and Strong Institutions- Contribute to building peace through promoting and working towards breaking stereotypes and fostering intercultural and interreligious dialogue and cooperation.  SDG 17: Partnership for the goals- Encourage partnerships among different stakeholders to accelerate the potential of sport in peace and development. | |
| **Alignment with global frameworks:** | *How does this initiative align with/contribute to the objectives of the* [*Kazan Action Plan*](about:blank)*,* [*WHO Global Action Plan on Physical Activity*](about:blank) *or other related internationally agreed frameworks on sport and/or physical activity?*  The initiative contributes to the main policy area II: “Maximizing the Contributions of Sport to  Sustainable Development and Peace” of the MINEPS Sport Policy Follow-up Framework under the Kazan Action Plan and specifically to the policy area II.4: “Build peaceful, inclusive and equitable societies”.  The Initiative aligns with the WHO Global Action Plan on Physical Activity by advancing the guiding principle on Equity across the life course by addressing disparities in physical activity participation by age, gender, disability, pregnancy, socioeconomic status, and geography; that reflect limitations and inequities in the socioeconomic determinants and opportunities for physical activity for different groups and different abilities. | |
| **Alignment with United Nations Action Plan on SDP:** | *Which of the four thematic areas of the* [*UN Action Plan on Sport for Development and Peace*](about:blank) *is this initiative designed to align? To which action area(s) of the Plan is this initiative designed to contribute?*  The One Humanity Campaign aligns primarily with the third thematic area of the UN Action Plan on Sport for Development and Peace: Resource mobilization, programming, and implementation.  -The campaign enhances resource allocation to support its initiatives aimed at promoting tolerance, inclusion, and diversity through sports. This involves leveraging multi-stakeholder arrangements and engaging various sectors at all levels to ensure the effective implementation of programs.  -By identifying and addressing challenges in sport for development and peace through collaboration among stakeholders, the campaign demonstrates its commitment to promoting positive outcomes and mitigating any potential drawbacks.  -Additionally, the integration of relevant thematic areas and cross-cutting issues in the campaign's programs reflect its comprehensive approach to addressing social inclusion, diversity, and peace through sports. | |
| **Outcomes:** | *What are the expected/actual outcomes of the initiative?*   * Increased awareness about the potential of sports in promoting inclusion, diversity, and peace, both among participating stakeholders and the general public. * Strengthened partnerships and collaborations between sports organizations, national and international federations, governmental bodies, and non-governmental organizations (NGOs), contributing to a more coordinated and impactful approach to promoting social inclusion through sports. * Implementation of innovative initiatives by participating organizations demonstrating how sports can promote inclusivity and diversity, contributing to the achievement of sustainable development goals. * Dissemination of best practices and lessons learned from sports organizations' initiatives that foster innovation and continuous improvement in promoting tolerance, inclusion, and diversity through sports. | |
| **Mechanism for monitoring and evaluating implementation:** | *What are the mechanisms for monitoring and evaluating the implementation, outcomes, and impact of the initiative? What specific monitoring and evaluation tools are involved?*   * Feedback Mechanisms: Gathering regular feedback from participating organizations to assess the progress of their initiatives and perceived impact. * Social Media Analytics: Monitoring engagement metrics on social media platforms, such as likes, shares, comments, and impressions to measure the reach and effectiveness of campaign content. * Partnership Assessments: Periodically evaluate partnerships with sports to evaluate their level of engagement, contribution, and alignment with the initiative's goals. * Success Stories: Documenting and sharing success stories to highlight tangible outcomes and lessons learned from the initiative. | |
| **Challenges/Lessons learned** | *What have been/were the main challenges to implementation? What lessons learned have been/can be utilized in the planning of future initiatives?*  *-*Coordination and Collaboration: Coordinating activities and aligning priorities among diverse participating entities could be improved with dedicated financial resources for joint planning and implementation.  -Commitment of Participating Entities: The level of commitment and dedication of participating entities to the campaign's objectives can significantly impact its implementation. Clear communication and shared values among stakeholders can foster greater commitment and collaboration.  -Capacity Building: Building the capacity of participating entities in areas such as project management, digital literacy, and communication skills is important for enhancing their ability to contribute effectively to the campaign. Providing training, mentoring, and resources can empower stakeholders to take ownership of initiatives that would enhance the success of their activities.  *-*Technical Constraints: Technical constraints such as limited access to technology, internet services, and inadequate infrastructure may hinder the implementation and reach of the online campaigns. | |